
Platinum-Selling Rock Band **IMAGINE DRAGONS** Joins Kendrick Lamar, the Cleveland Cavaliers & Turner Sports for NBA Fan Event Outside The Q

Thursday, October 30, 2014

Turner Sports and Interscope Records today announced that the multi-platform, Grammy® Award-winning rock band **IMAGINE DRAGONS** will join Top Dawg Entertainment recording artist Kendrick Lamar and perform live from Cleveland on Thursday night, October 30, as part of an NBA fan event and viewing party outside of the Quicken Loans Arena.

During the event, which will be open to the public, **IMAGINE DRAGONS** will perform its brand-new single “I Bet My Life” live for the very first time, and that performance will be broadcast during the hour-long *TNT NBA Tip-Off presented by AutoTrader* pre-game show that evening. With a special guest appearance by Kevin Hart and NBA TV’s *Inside Stuff* host Kristen Ledlow, the special will air at 7:00 p.m. ET, before TNT’s national broadcast of the Cleveland Cavaliers’ home opener against the New York Knicks tips off at 8:00 p.m. ET.

Written and produced by Imagine Dragons, “I Bet My Life” is the first music to be released from the Las Vegas quartet’s upcoming second album, which will be released by KIDinaKORNER/Interscope Records in 2015. The song is currently the featured track in a new video from *Sprite* entitled “The First Home Game” celebrating LeBron James’ return to Ohio.

“**I Bet My Life**” is available now for [digital download](#) and streaming via digital subscription services. Listen to “I Bet My Life” [HERE](#).

For more information about the Cleveland tipoff event, visit [here](#).

-30-

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